YORK, SUNDAY, NOVEMBER 4, 1917 .- Copyright, 1917, by the Sun Printing and Publishing As

NEBRASKA POTASH CREATES FORTUNES

Industry of Brackish Lakes Develops Marvelously as War Result.

STARTED BY STUDENTS

Thriving Towns Spring Up in Barren Sandhills of Middle West.

a hopeful chap whose name to not Emkald section of land in the sandhille southwestern Sheridan county. A year later he quit in diaguet, having red that Jesse Lake, which covers as acres, constituted practically half of he land he had taken up.

day for the past year have been \$14,000 worth of potash salts, and short time the daily output will be 155.80° worth. If the war with Germany lasts for a few years more, and the seat potabl deposits of that country see kept out of the American markets, \$1,00,000 worth of brine will have been pumped from that rich reservoir. Eight million dollars in the estimate placed on the value of the potash contents of the late. It is Nebraska's one war haby. The potash industry in Nebraska has a resi romance. In 1910 Carl L. Modisatt and John H. Snow were students in chemistry at the University of Nebraska. To the chemistry department each year are sent hundreds of samples of soil and water for analysis. For years ranchmen had been scraping up and shipping these saits at the end of dry summers that had exposed the lake bottoms, and the packing houses had become interested. Through the hands of these two chemistry students passed samples of the vaters of Jesses and other lakes in that section. In them were found strong per-15000 worth. If the war with Germany

Worked to Stake Partner.

Worked to Stake Partner.

As soon as they had finished school young Show went to work for the Cudahy Packing Company at South Omaha, under an agreement whereby he should utilize his earnings to "grubskhe" Modisett, who travelled over every foot of the lake region of the sate and tested the waters of each of the saven hundred small lakes there. In Jesse Lake he found the strongest indications of potash content. In the name of himself and partner he made placer filings on the lake and on surrounding Government land.

With the sid of what little capital they could borrow and command they bought some old boilers and took them out to the lake. There they attached a pump and proved their theory of the value of the potash content through the sun drying process. They still were in the experimental stage when Germany starfed in to whip the world and closed up her potash mines. The price of potash in America jumped from \$20 a ton to \$60, and then to \$50. To-day is a sold on the unit basis, \$5.50 a unit. Unitsfield potash that carries 20 per cent, or twenty units is worth \$110 a tent.

The two young men were able to interest a half dosen friends who fersied the Potash Reduction Company, and with a Tapital of \$50,000 began building a plant along the Burlington, seen filles got of Alliance. This opened for business on July, 1915. The enterprise has fairly earned admission into the circle of war brides or war hables. The plant now operating there represents an investment of \$700,000, all built up, save the original \$50,000, out represents an investment of \$700,000, all built up, save the original \$50,000, out of the profits of the industry, and paying dividends each month that represent exactly thesfull amount paid in by the backers of the young men. Judge W. A. Radick of Omaha, who invested \$5,000, receives \$5,000 a month dividends. The two eratwhile students of hemistry are getting half a million spice this year as their share of the profits. The eight original stockholders will own the entire stock.

Pown Built Around Plant.

Around the plant at Hoffiand, three miles from Jesse Lake, has been built on the raw prairie a town of 600 persons. The potash company, owns the form and all the houses and other buildings. Big frame bunk houses hold the translent and unattached laborers, the lotal employed being 200.

The plant had not been in operation very long before Edward Marks, a life yourspee agent from Alliance, who had diled in the pharness business there from the second of the general agent at Omaha, and life latter interested a group of chemists at the Omaha smelter. They promptly not leasen of lakes on the Krause ranch, ten miles east and north of lease Lake. They succeeded after a struggle in getting \$110.000 cash capital contributed by wealthy friends in Omaha. They formed the American Potash Company and located a plant at a one store town called Antioch, six miles east of lossiand. Their plant has been in operation leas than a year. It has in that time paid lack all the original capital invested, espanded the actual investigent to \$400,000, and has paid a total in dividents of 142 per cent. Marks, the life inhurance man, who got \$10,000 the attect for his promotion services, is in dividents of 142 per cent. Marks, the life insurance man, who got \$10,000 in stock for his promotion services, is drawing \$5,400 a month dividends

m stock for his promotion services, is drawing \$5,400 a month dividends thereon.

The American company pays Krause Bros. ranchimen, 20 per cent. royality. This amounts to a little least than \$1,000 a day. The Krause brothers own only \$0,000 acres of land and \$0,000 head of 20,000 head of 20,000

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had found the cattle wouldn't drink the brackish water. Simonson refused. Hord was stubborn about it, and said he would give Simonson a deed for the take if he would pay him \$100. The attorney insisted on the deal going through, and Hord grumblingly consented. About a militon dollars worth of potash saits, it assimated have been riken out of this is estimated, have been taken out of this lake by the heirs of Mr. Hord.

Native Sone Don't Profit.

by eastern Nebraska and Colorado men.
Alliance people refused to selieve that
there was anything but sand in the
sandhills, which begin seven miles east
of their city, and only a few of them eastern Nebraska and Colorado there was anything out sand in the sandhills, which begin seven miles east of their city, and only a few of them have been touched by the shower of gold. They are, however, building a plant at Antioch. The section teems with interesting little stories of how close wealth came to hitting many of them. There is also the sorrowful story of Herman Peters, a ranchman. In a burst of enthusiasm he subscribed for \$5,000 worth of stock in the Nebraska Potash Company. After he got home he began to suffer from frigidity of the feet. After dinner he drove into town and called on Ranker Hampton.

"Bob," said he, "It wouldn't hurt you to lose \$2,500, would it?"

"Can't say that it would," replied the banker. "Why?"

"Well, it wouldn't hurt me either," said Herman. "But I would hate to drop \$5,000 on a wildcat potash proposition. I wish you would take half that stock off my hands."

The banker did, and on the \$2,500 that each has in stock each has been drawing \$500 a month in dividends.

The supply of potash is not inaxhaustible, however, and just at present the manufacturers are racing with the war in the hope that they can get it all out and sold before Germany can get back into the market. All of the potash goes to fertilizer factories in the South and East, where it is mixed with other minerals to suit the needs of land in various sections. Before the war Germany, which mines potash like rock sait, carried it to this country in ballast and sold it from \$9 to \$32 a ton. The potash area in the State is limited to some sevmiles, all of which have been tested and enty lakes and a section fifteen by thirty are now under lease.

enty lakes and a section fifteen by thirty are now under lease.

GERMAN MESSENGER CAUGHT.

Mexico News to Berlin. Et. Paso, Tex., Nov. 3 .- In the arrest of Ernest Lohendorff Government agents

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entered the room with a pass key. A .22 calibre revolver with one cartridge discharged was found beside the body.

The bullet had entered the head, and death was doubtless instantaneous.

Dr. File of 17 West Forty-fourth street said he believed the case one of suicide. This opinion was shared by the widow's son, Lieut. A. E. Gunther, stationed at Fort Schuyler, who also was summoned. Coroner Reardon granted a permit to remove the body.

Dr. File of 17 West Forty-fourth with absolutely need money to live on while at college are having a difficult time to borrow it.

In his report on the subject given out this week Charles S. Danielson, bursar of the university cites several pathetic instances of the good work the fund has done. One student went for two days without food waiting for his first check.

Coast Artillery Corpe Makes an was summoned. Coroner Reardon a granted a permit to remove the body.

Mrs. Gunther came to New York recently from her home in Middletown, N. Y., and was widely known for her phillanthropic activities both in this city and abroad. She was known to have special interest in various war charities.

ties.

So far as could be learned last night no motive can be assigned for her act. She left two letters addressed to Lieut. Gunther and to another son, Eugene

Seymour, at 32 East avenue. She was 56 years old and was born in New York. A daughter married a Frenchman who was in the aviation service and was killed by a fall dast May. Mrs. Gunther went to France at the time of her son-in-law's death and remained several weeks with her daughter. She left this city yesterday morning to spend a couple of days in New York and was apparently as well and cheerful as usual. She had brooded over the war a great deal and the death of her son-in-law, but her brother said he had no idea that she contemplated suicide. Mr. Seymour went to New York this afternoon to take charge of the body.

SAYS SOLDIERS ROBBED HIM.

Floyd Weeks, Former President of

There he was given employment in a message its leased lakes are weakers gur foundry until he was sent are weakers. It is provided that the street are weakers gur foundry until he was sent to Juares with letters for Prederic Juares with letters for Prederic Juares with letters for form Juares with letters form Juares with letters for form Juares with letters form Juares with letters for form Juares with the Luares and now connected with the United States customs service for the weather or to the period of the war.

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| SECTION A | WALTER A. WHITE |

Former "Spectator" Editor Is Given French War Cross

MRS. GUNTHER ENDS

HER LIPE IN HOTEL

Registration officials at Columbia have estimated that 765 students among the undergraduates are affected by the Slater law requiring the drilling of all boys between the ages of 15 and 79. A drill section has been arranged under Lieut. Raiph A, Kluge of the Twelfth Regiment, it will drill on South Field two afternoons a week. In addition, a large number of students who come under this law are drilling with the regular Columbia corps under command of Capt. Hodder Williams of the famous Princess Pats.

A letter has been received by the Columbia Spectator that Richard W. Westwood, a former member of the editorial board, has been awarded the Croix de Guerre for bravery in driving in the room at the Iroquois Hotel, 49 West Forty-fourth street. Her body was discovered by a chambermaid who received no response to her knock and entered the room with a pass key. A see a severe wound in the thigh.

For many years Columbia has provided a loan fund which is at the dispense of the received no response to her knock and entered the room with a pass key. A see a severe wound in the thigh.

For many years Columbia has provided a loan fund which is at the dispense of the received no response to her knock and entered the room with a pass key. A see a severe wound in the thigh.

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time to borrow it.

In his report on the subject given out this week Charles S. Danielson, bursar of the university cites several pathetic instances of the good work the fund has done. One student went for two days without food waiting for his first check from a new register before senselling.

SONGS FOR OUR BOYS TO SING IN TRENCHES Gus Edwards Collecting Pa-

Gus Edwards Collecting PaGunther and to another son, Eugens
Gunther, a broker, living at 158 West
Eighty-first street, but the contents of
the letters were not divulged. Mrs.
Eugene Gunther tast night said she
could imagine no reason for the elder
Mrs. Gunther's stitcids. She saw her
mother-in-law on Friday, she said, and
had seen her every day since she
reached the city.

The funeral will be hald to-morrow
afternoon from Campbell's Funeral
Church, Sixty-sixth street and Broadway. Interment will be in Woodlawn
Cemetery.

Gus Edwards Collecting Patriotic and Popular Airs.

Before long other songs in English
Before long other songs in English
Before long other songs in English
Country' and similar American favorites inspired by our entry into the
war will be heard on every part of the
French front where there are fighters
from this side of the Atlantic. And
not only such songs as these but "Old
Nassau," "Fair Harvard" and others
dear to the hearts of college men. way. Interment will be in Woodlawn Cemetery.

HAD BROODED OVER WAR Guar to the hearts of college men. Guar Edwads, who is directing the Omar Khayyam show at the Martinique, has just received a commission from the Red Cross to make a collection of songs in French Air Service.

Special Despite to THE SEX.

MIDDLETOWN, N. Y., Nov. 3.—Mra. Emma Gunther, who committed suicide in New York to-day, had lived in this city off and on for several years, making for their purchase. Five thousand copies of patriotic and college airs and 2,000 copies of popular songs not of a warlike nature are to be shipped to France at the earliest date possible.

Later Mr. Edwards is to compile a book of songs of all three classes—patriotic, college and popular—and copies of this will follow the sheet music.

The voters of Ocean Grove, N. J., will-have a chance to say at Tuesday's election whether the town clock bell shall toll off the hours of the night. The usually peaceful and at this time of

WEST SEES WORLD NEED OF CLASSICS

Revulsion From German Idea of Materialism Theme of Princeton Dean.

MANHOOD PLACED FIRST

Educator Says Humanity Has Found Value of Duty and Discipline.

graltation of material success and in the world's awakening to the idea of iscipline and duty, Dean Andrew F. West of Princeton University sees affirnation of the worth of and renewed nterest in classical education. Speaking efore 250 professors and other teachers at a meeting of the New York Classical nference at Barnard College yesteronference at said:

"For the last generation the materia caperity of our land and the idea of actical efficiency as the one end of man life have deeply affected all inectual and moral standards, and escially our higher education. Another subjects offered the students resulted a bewildering confusion in their choices. This process not only was de-stroying the idea of discipline and duty in studies of fundamental value, com-bined for one great end, namely the training of the human mind, but was producing uncertainty in the minds of the public as to the value of higher education in liberal studies. It also was

"But things are changing, largely ow-ng to the new impulse given by the war. If material prosperity and prac-ical efficiency are the true end of human

tical efficiency are the true end of human life, and consequently of our education, then there is no force which will save America from following the moral, or rather immoral, example of Germany, where practical efficiency has been made the god of human life.

"The war is waking another idea. It is the idea of discipline and duty; it is the idea that there is no true success for a man unless he first succeeds in becoming a man, with his mind, heart and conscience well trained to their highest power. If this force comes in to lead American life, we shall have the means of guiding, curbing and ennobling our material prosperity, and likewise of savinging our intellectual and political freedom.

Coast Artillery Corps Makes an Appeal for Recruits; New York's forts are short of men

New Tork's forts are short of men. Alexander J. Hemphill, chairman of the recruiting committee of the Mayor's Committee on National Defence, yesterday made public the following statement by Col. W. H. Chatfield, head of the army recruiting service in New York. "We need immediately more than 300 men in the Coast Artillery Corps for service in the forts around New York city. At Fort Hamilton, for instance, men are needed at once. This is not to be construed as a confession of weakmess in New York's defences, but means that the forts which guard the city should be manned at this time by their full war strength quotas.

rength quotas.
"We want first and second class gunners, plotters and observers. There is an opportunity here for able men to serve their country in a highly important branch of the service, and to gain rapid promotion to higher ratings, carrying creased pay."

icants may go to the headquar ters of the army recruiting service, 280 Broadway, or to any recruiting station.

JURIST'S SON TELLS OF WAR'S HARDSHIPS Grenville T. Keogh, Ambulance Driver, Now in Greece.

J. Keogh and Mrs. Keogh of Pelham road, New Rochelle. Grenville Keogh is one of four broth-

Verdun some months ago, and was later transferred to the ambulance service in "I have agreed to remain here two menths over my regular time. I hate to do it, because I have been looking for-ward to getting back to France and in

ward to getting back to France and in some other service. However, now that we are in war, I figure it is up to me to stay wherever I will be of most use. So much for that.

"Our work here is hard, so much worse than they get on the western front that there is no comparison. We are working day and night right up at the lines, which of course is exciting. The weather is frightful. I didn't know it could be so hot.

THE WEATHER FORECAST-Tomorrow, Fair. Store Opens 9 A. M. Closes 6 P. M. Daily. Private Subway Entrance, Hort Street.

Autumn Sale of Shoes

Offering 3,000 Pairs of Shoes for All the Family At Very Considerable Savings

Probably never did a shoe sale bring as interesting news as this one. Large, fine lots of reliable shoes of our own standard qualities, at less than regular prices, when shoe-leather is going higher by the minute, and all the nations of the world are bidding against each other for it.

Profit by the savings while the lots last; sizes in some cases are broken, but each lot contains all sizes to begin with.

At \$2.48 Women's \$3.50 to \$5.95 Shoes
One thousand pairs, in a dozen good styles, from our own stock, that are not to be reordered.
Arranged by sizes to make choosing easy. About two-thirds button and one-third lace.

At \$5.95 Women's \$7.56 Shoes
Tan Russia, lace; white buskskin tops, welted and stitched soles; military heels.

At \$2.95 Women's \$3.95 Gold Slippers

At \$3.45 Women's \$4.95 Shoes turned soles and covered Louis XV. heels.

At \$4.75 Women's \$5.95 Shoes
Patent leather, lace, with white kid
tope; welted and stitched soles; leather Louis heels
Incomplete size range. At \$4.95 Women's \$6.95 Shoes
Imported brown kid; lace and button;
hand turned and welted soles; covered Louis XV. heels.
Incomplete size range.

At \$2.95 Women's \$3.95 Gold Slippers Cloth of gold; evening Slippers; hand turned soles; Louis heels. Size range incomplete.

At \$1.98 Boys' \$2.48 School Shoes gun-metal, lace, with strongly sewed soles of solid leather: made to stand hard knocks.

At \$2.95 Men's \$4.00 Shoes
Gun-metal, lace; welted and stitched
soles; narrow and full round toes; an excellent last and
very serviceable Shoes from our own stock.

3,000 Women's \$2 to \$4.95 Hats, at \$1.69 Each

hatter's plush and Lyons velvet Hats, trimmed and untrimmed

gold lace and velvet Hats, fur-trimmed

velour Hats, hatter's plush tipped or all velour

mannish tailored and mushroom Hats of hatter's plush

soft-tipped Lyons velvet Hats, untrimmed

As just an idea of the unparalleled importance of this Sale is the fact that \$1.69 is the very lowest price that has been quoted on velour Hats this season, WHOLESALE or RETAIL! All the other values are equally remarkable.

The manufacturer is getting his plant into shape for the making of straw Hats; our cash bid for every one of the newly made Hats in stock, including samples, was accepted.

In addition to the varieties mentioped, are also erect pile velvet Hats; draped Hats, correctly smart for matrons; banded Hats, soft collapsible styles.

All the Velvets Are Black; Velours in Black, Russian Green, Taupe, Navy, Bordeaux. It is altogether the greatest assortment of desirable Hats offered this season.

Women's \$29.75 to \$69.50 Tailored Suits, \$24.75 to \$49.75

Each is the sort of garment that is the backbone of a Over 50 Styles Inwoman's Winter wardrobe, no matter what other clothes she may have.

Not many fur-trimmed; all the goodness put into superfine materials and

Man-Tailoring, with Custom Thoroughness Written Into Every Seam

The price reduction embraces Suits for sports wear, and tailored Suits with the sports note, as well as strictly tailored Suits and semi-dressy models.

Sizes 34 to 44 in the Various Styles; a Good Variety in Extra Sizes to 521/2

cluded

The Materials Offer broadcloths relours burellas gabardines duvet de laines silvertones

oxford mixtures mannish suitings velour-gabardines suede cloths tweeds

Second floor, Contral Building.

Extra!-6,000 Yards \$1.79. and \$2.25 SILKS, \$1.25 Yard

Our superb Silk stocks provide the opportunity; the Silks have been, until last night, sold over our counters at their full prices.

All the Silks involved are double width in plain, desirable colors—for street and evening wear, and practically all shades are included in one weave or another. No blacks. Here are the Silks:-

Faille Taffeta Crepe Meteor

Satin Taffeta

Chiffon Taffeta Wash Satin, in flesh color

Crepe de Chine Specially arranged on large counter for easy selection.

Street floor. West Building

Splendid Sale of Men's Fine Winter Overcoats at \$22.75

We have hoarded these Overcoats carefully to make this fine early November offering. Their present-day value is as stated above; but we bought them earlier and cheaper.

In a handsome Chesterfield dress model, single-breasted, fly front, with velvet collar of fine quality and genuine Skinner's satin lining. In black and oxford gray; sizes from 35 regular to 48 stout.

Men's Excellent Fancy Overcoats, At \$22.75 Various amart new models in all-wool mateWell-Tailored Winter Suits, At \$22.75

An excellent group, including all-wool worsrials of good-looking patterns and colorings; teds and cassimeres, in stylish patterns. Other Winter Suits, \$15.95 to \$32.50. Other Winter Overcoats, \$15.95 to \$49.50.

Second floor, Men's Shop, East Building.